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***PLANET BORDEAUX WELCOMES TOP SOMMELIER MICHAEL MADRIGALE AS
AMBASSADOR TO THE U.S.***

New York, NY (July 21 2014) – Planet Bordeaux, representing Bordeaux and Bordeaux Supérieur AOCs, has announced Michael Madrigale as their ambassador in the United States. Michael is Head Sommelier of Boulud Sud as well as Wine Buyer for Boulud Sud, Bar Boulud and Épicerie Boulud. Well respected in the wine industry, Madrigale has been named by both *Food & Wine Magazine* and *Wine Enthusiast* as “Top Sommelier of The Year” and was a 2014 James Beard Award nominee.

“We are thrilled to be working with someone as knowledgeable and as dedicated to the wine industry as Michael Madrigale,” said Hervé Grandeau, President of the Bordeaux & Bordeaux Supérieur Winemakers' Association. “The U.S. is a very important market for Bordeaux and having Michael on board as our representative, speaking to the excellent quality of our brand, is invaluable.”

After earning his degree in Marketing, Madrigale worked as a waiter and immediately fell in love with wine when he discovered his intrinsic aptitude for recognizing their smell. He went on to become a wine consultant and met a Domaine d'Arlot winemaker who invited him to work on the 2002 Nuits St. Georges harvest. During his time there he met Daniel Johnnes, Wine Director for Daniel Boulud's Dinex Group. Madrigale joined Dinex Group in 2007 as Head Sommelier at db Bistro Moderne and later moved on to oversee the wine programs for three Boulud eateries.

“I feel very honored to represent such a historic and respected wine region. There is a strong diversity in the wines from Bordeaux and Bordeaux Supérieur. From reds, whites and rosés, there's fantastic value throughout. In working with Planet Bordeaux, I hope to build more awareness about these high-quality, accessible and affordable wines,” said Madrigale.

Madrigale will be hosting a food and wine seminar at the Planet Bordeaux Goldmine trade event on Tuesday, September 23, 2014 at Midtown Loft & Terrace in New York City.

ABOUT PLANET BORDEAUX

Planet Bordeaux, the U.S. marketing program of the Bordeaux & Bordeaux Supérieur AOCs Winemakers' Association, represents all wines produced in the regional appellations. Planet Bordeaux's new generation of winemakers offer fresh ways for people to rediscover and enjoy high-quality, terroir-driven and accessibly priced wines from Bordeaux, the world's capital of fine wine.

For more information visit <http://planet-bordeaux.com> or contact:

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